

## Claims

1. A method for operating an online shop with a customized price feature comprising:
  - receiving a customer identification (10) from a customer;
  - receiving data representing a non-binding order (12) from said customer;
  - generating a price offer in response to said non-binding order and sending data representing said received non-binding order together with said price offer (16) to said customer;
  - receiving a rejection of said price offer (18) from said customer;
- 5 10 characterized by
  - receiving a bid price related to said order (20) from said customer;
  - determining a lowest acceptable price (22) for the present customer-order combination, on the basis of at least available stock data and available customer-history data;
  - accepting said bid price, if said bid price exceeds said determined lowest acceptable price; and
  - sending a confirmation (28) for said order to said customer.
- 15 20 25 30 35 40 45 50 55 60 65 70 75 80 85 90 95 100 105 110 115 120 125 130 135 140 145 150 155 160 165 170 175 180 185 190 195 200 205 210 215 220 225 230 235 240 245 250 255 260 265 270 275 280 285 290 295 300 305 310 315 320 325 330 335 340 345 350 355 360 365 370 375 380 385 390 395 400 405 410 415 420 425 430 435 440 445 450 455 460 465 470 475 480 485 490 495 500 505 510 515 520 525 530 535 540 545 550 555 560 565 570 575 580 585 590 595 600 605 610 615 620 625 630 635 640 645 650 655 660 665 670 675 680 685 690 695 700 705 710 715 720 725 730 735 740 745 750 755 760 765 770 775 780 785 790 795 800 805 810 815 820 825 830 835 840 845 850 855 860 865 870 875 880 885 890 895 900 905 910 915 920 925 930 935 940 945 950 955 960 965 970 975 980 985 990 995 1000 1005 1010 1015 1020 1025 1030 1035 1040 1045 1050 1055 1060 1065 1070 1075 1080 1085 1090 1095 1100 1105 1110 1115 1120 1125 1130 1135 1140 1145 1150 1155 1160 1165 1170 1175 1180 1185 1190 1195 1200 1205 1210 1215 1220 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lowest acceptable price.

5 5. A method according to claim 1, further comprising receiving a reserve to confirmation from said customer.

6. A method according to claim 1, further comprising at least one of the steps selected from :

- sending and receiving data for log-in procedures to and from said customer;
- sending of range of goods and range of service data to said customer;
- sending an offer to change said non-binding order (14) to said customer;
- sending an offer to present a bid price for said order to said customer;
- receiving an actualized non-binding order from said customer;
- sending finalization of order after confirmation to said customer;
- generating/updating customer-history data;
- sending common terms and conditions of trade to said customer;
- receiving an acceptance of said common terms and conditions of trade from said customer;
- updating said actual-stock data;
- outputting a confirmed order; and
- sending and receiving data for log-off procedures to and from said customer.

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7. Software tool comprising program code means stored on a computer readable medium for carrying out the method of claim 1, when said program product is run on a computer or network device.

25 8. Computer program product comprising program code, downloadable from a server for carrying out the method of claim 1, when said program product is run on a computer or network device.

9. An online shop server with an integrated price determination system comprising:

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- a processing unit (82) for processing online shop data and customer interaction data;
- a network interface (84) connected to said processing unit (82) and connectable to a data network (96), for sending to and receiving from a customer device (98), customer interaction data including binding and non-binding orders, customer data, price offers, bid prices and rejection of said price offers and alternate price offers, respectively;
- a customer identification component (86) connected to said network interface and to said processing unit;

- a customer identification database (87) connected to said customer identification component (86), to store customer identifications;
- a stock database (88), connected to said processing unit to store actual stock data, wherein said processing unit (82) is configured to generate price offers according to received non-binding orders, and wherein said processing unit (82) is connected to said stock database (88) to provide an automated inventory administration;

5 characterized by

- a customer-history database (90) connected to said processing unit (82);
- a component for determining (92) a lowest acceptable price for a customer-order combination, connected to said processing unit (82), to said stock database (88), and to said customer-history database (90);
- a component for accepting/rejecting (94) a received bid price, connected to said component for determining (92) a lowest acceptable price, and to said processing unit (82), for accepting a bid price received from a customer for an order.

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15 10. An online shop server according to claim 9 with an integrated price determination system further comprising:

- an alternate price offer generating component, connected to said component for determining (92) a lowest acceptable price, connected to said component for accepting/rejecting received bid prices (94) and connected to said processing unit (82), for subsequently generating alternate price offers.

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